



Case Study

Energy and Natural Resources

Customer needs and buying behaviour assessment for fuel and non-fuel products

Objective

A leading oil and gas company, wanted to understand the evolving customer needs, buying behaviour, and decision drivers impacting the fuel and non-fuel related services in Malaysia. They sought to gain an informed perspective through intensive market assessment and competitor analysis focused on identifying key influencers and decision makers, their pain points and expectations, underlying reasons for turning to competing brands, competitive benchmarking, and emerging trends in the fuel and mobility service provider space.

Approach and Solution

Background Research:

In order to ensure an end-to-end awareness of aspects such as company structure, competitors, and key challenges faced by customers Netscribes conducted a comprehensive secondary research. Through the course of this activity we identified potential respondents across commercial fleet companies and drivers. We also evaluated an expansive list of company websites, various public and private databases, market reports, previous consumer behaviour studies, etc. to gain a holistic understanding of the market.

Pre-screening and Compilation:

The team focused on an in-depth market analysis to gain a comprehensive understanding on the industry's major participants, challenges, and value drivers through secondary research. Based on this information and our analysis, we compiled a list of industries with high probability of selling multiple insurance products to their customers.

Primary Research:

The team conducted a primary research to analyse the customer and competitor market dynamics at a granular level. This involved speaking to a number of influencers and stakeholders both via telephonic and face-to-face interviews. These included:

- Fleet managers (50 interviews)
- Product managers; finance, procurement and strategy managers; and business heads (50 interviews)
- Drivers, pump operators, fleet workers, driver union members (100 interviews)

Quality Check:

The combined data was cleansed and standardised to make it ready for evaluation. Next this data was run through a gamut of statistical techniques and analysis to derive meaningful and actionable insights to meet the client's needs.

Results Delivered

Based on this intensive customer and competitor assessment, Netscribes provided a detailed report, focusing on the following value drivers:

- Decision-making process adopted by both high and low-value customers
- Key influencers in the selection of a fuel and mobility vendor
- Main differentiators between the client and its competitors

Benefit

Equipped with our recommendations, the client was able to enhance and improvise on its existing marketing strategy. We also guided the client with insight-based product packaging ideas to promote better brand resonance for a broader market share.

**Rise above your competitors by finding your target audience's sweet spot
with a robust market research strategy.**

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